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February 15, 2008
Date of Deposit

Joshua E. Garfield (Reg. No. 58,416)
Name of applicant, assignee or Registered
Representative

/Joshua E. Garfield/
Signature

Our Case No. 10022/142

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Dempski et al.

Serial No.: 09/924,669

Filing Date: August 8, 2001

For : ENHANCED CUSTOM CONTENT
TELEVISION

Examiner: S. Chowdhury

Group Art Unit No.: 2623

Conf. No.: 3664

**AMENDMENT AND RESPONSE TO THE NON-FINAL OFFICE ACTION
MAILED SEPTEMBER 20, 2007**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed September 20, 2007, the Applicants kindly request reconsideration of the rejection in view of the following remarks and arguments. Applicants have also included a petition for a 2-month extension of time with this response.

Listing of the Claims begin on page 2 of this paper.

Remarks begin on page 10 of this paper.